IN THE SPECIFICATION

Please replace the paragraph extending from page 1 line 6 to page 1 line 10 with the following paragraph, which is marked to show all changes relative to the previous version of the paragraph:

The invention relates to a system and method for controlling video/television program display in dependence on the program content, in particular, the method and system allow for display-control of alternative content in dependence on predetermined program content rating selections.

Please replace the paragraph extending from page 2 line 11 to page 2 line 17 with the following paragraph, which is marked to show all changes relative to the previous version of the paragraph:

Using an access control mechanism, a parent may set a predetermined threshold for each category. If a rating exceeds the pre-authorised value, the V-chip[[;]] suppresses the video and audio signals. As the reaction of the V-chip decoder is near instantaneous, the system can easily handle channel hopping. Moreover, the parent does not have to worry about missing content warnings in TV guides or at the start of programmes.

Please replace the paragraph extending from page 4 line 28 to page 5 line 1 with the following paragraph, which is marked to show all changes relative to the previous version of the paragraph:

Figure 2 shows in block schematic ~~of~~ form a television system in accordance with one embodiment of the present invention.

Please replace the paragraph extending from page 5 line 25 to page 6 line 7 with the following paragraph, which is marked to show all changes relative to the previous version of the paragraph:

The receiver 3-1 to 3-n should be equipped with extended data services (EDS) of the Closed Captioning (CC) capability or a similar functionality, e.g., teletext. Figure 2 shows a block diagram of a television receiver 10 with CC and EDS capability. A data capture module 30 is configured to receive composite video signal (i.e., a TV program) from a TV control/tuner circuit 50. Blanking signals (i.e., the content advisory packet) are extracted from line 21 of the vertical blanking interval in the composite video signal. The content advisory packet is then processed via a control processor 20, illustrated in Fig. 1 as a microprocessor, executing application software.

Please replace the paragraph extending from page 8 line 13 to page 8 line 21 with the following paragraph, which is marked to show all changes relative to the previous version of the paragraph:

One embodiment of the present invention allows for more control of what information is blocked and what is ~~display~~ displayed as an alternative to the original program content. As discussed above, a content advisory packet would be sent when a rating change occurred within a program being displayed. The rating change may indicate that a portion of the program should be blocked.

This embodiment allows for automatic substitution of alternative program content within the same program portion. This process would appear seamless to the viewer.

Please replace the paragraph extending from page 10 line 1 to page 10 line 12 with the following paragraph, which is marked to show all changes relative to the previous version of the paragraph:

A storage medium, e.g., RAM 22 in Fig. 2, may be used in the receiver 10 to buffer some or all of the program 100 and alternatives 101 - 104. Initially, several seconds of the program 100 and any alternatives, if any, may be stored. This will allow the receiver 10 to display the information with a slight time delay. This time delay will allow the program content provider 1 to transmit the alternative content within the same bandwidth as the program 100 to be ~~display~~ displayed. The selection of which version of the program content is displayed is based upon the rating the viewer has selected as discussed above.

Please replace the paragraphs extending from page 10 line 19 to page 11 line 5 with the following paragraphs, which are marked to show all changes relative to the previous version of the paragraphs:

In another embodiment, the alternative segments 101 - 104 may be obtained via the network connection 60. The network connection 60 allows the receiver 10 to communication with ~~to~~ a remote database 61 such as a TV network website. This would allow the receiver 10 to download the alternative segments 101 - 104 as needed.

To provide the receiver 10 an indication as to whether an alternative segment is available and where to ~~fine~~ find the alternative segments, alternative segment location information (e.g., one or more data bytes) is included in EDS ~~packet~~ packets. The alternative segment location information contains synchronization information as well as information as to where to find the alternative segments. For example, the content advisory packet may indicate that alternative segments are available and where to find them.